

INFLUENCE OF ICT INTEGRATION ON PERFORMANCE OF MANUFACTURING FIRMS IN KENYA

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ABSTRACT

This study sought to establish influence of ICT integration on performance of manufacturing firms in Kenya. Increasing competitive pressures are forcing companies to increase their rates of innovation. The increasing rate of innovation shortens each product's duration in the market, thereby compressing each product's life cycle. Without proper management, increasing product turnover will increase design and manufacturing costs. This study employed a descriptive survey research design to accomplish its goals since it has enough provision for the protection of bias and maximized reliability. The target population comprised of managers in manufacturing firms that are members of the Kenya Association of Manufacturers (KAM). KAM therefore provided the sampling frame for this study. As at 2017, KAM had a membership of 903 manufacturing firms. A sample of 90 respondents was drawn from this population. Primary data was collected using a semi-structured questionnaire which was self-administered. Data obtained was processed and analysed using descriptive and inferential statistics. The results of the data analysis were presented in charts and tables. The study revealed that ICT integration explain 33.9% of change in performance of manufacturing firms in Kenya. ICT integration was found to be one of the elements of

multi-echelon
distribution system that have the most significance on
performance
of manufacturing firms in Kenya. The study concluded that ICT integration
significantly
influences
performance
of manufacturing firms in Kenya. This study recommends that manufacturing firms should
ensure they adopt ICT integration in their supply chain. Manufacturing firms in Kenya should
important
elements of
multi-echelon
distribution system

Keywords: manufacturing, performance, ICT, integration, distribution, multi-echelon, system, firm, technology.

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